

## Strongly Oriented for Action (SOFA)

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<https://lajollahistory.org/>  
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### Descriptive Summary

**Title:** Strongly Oriented for Action (SOFA)

**Dates:** 1964 - 1998

**Collection Number:** RG005.55

**Creator/Collector:** La Jolla Historical Society

**Extent:** .5 linear feet

**Repository:** La Jolla Historical Society, La Jolla, California 92037

**Abstract:** The Strongly Oriented for Action (SOFA) Collection is made up of photographs, ephemera and archival material collected by the La Jolla Historical Society since the 1930s to use for historical research and reference. SOFA was a non-profit, local organization whose primary purpose was to meet the social urban needs of low-income families living or working in La Jolla. It came into existence in 1968 to provide social services that would fulfill many unmet needs within the low-income minority pocket of the La Jolla community. The 1976 multi-purpose SOFA community center was designed to meet many of those needs. SOFA was an offshoot of Prince Chapel African Methodist Episcopal Church (AME). The topics in this Collection pertain to the history and heritage of La Jolla, California; its people, places and events. A container list is included on the PDF and HTML versions.

**Language of Material:** English

**Access:** The Collection is open for research

**Publication Rights:** The La Jolla Historical Society holds the copyright to any unpublished materials

**Preferred Citation:** Courtesy of the La Jolla Historical Society

**Acquisition Information:** RG005.55

**Biography/Administrative History:** The La Jolla Historical Society inspires and empowers the community to make La Jolla's diverse past a relevant part of contemporary life.

The La Jolla Historical Society's Collections encompass over 80 years of actively collecting archival material, books, maps, scrapbooks, ephemera, fine art, newspapers, street and land use files, business and personal documents and historic and archaeological artifacts. The Society boasts over 20,000 photographs, over 1000 postcards, 400-plus architectural drawings and approximately 200 oral history recordings.

Collecting was initiated by Howard Randolph and volunteers on the historical committee of the Library Association of La Jolla. The Collection began by gathering photographs and documentation in the late 1930s, which later became the nucleus of the La Jolla Historical Society's Collections. The Society was created in 1963.

Through many moves in location the Society continued collecting and expanding. Accumulated Collections took on its current construct in 2010 after the renovation of the La Jolla Historical Society's campus of structures in central La Jolla, which consists of the 1904 Wisteria Cottage and 1940s Balmer Annex used for exhibits and programming, and a 1909 cottage used for business and research offices. The late Ellen Browning Scripps' 1916 automobile garage was also renovated and now houses the Collection in a modern collections storage facility. Materials are housed in archival boxes,

sleeves, envelopes and other archival-safe materials and are cared for according to standards and best practices of the museum profession. In 2016, the Society initiated new PastPerfect Museum Software to manage and catalog its Collections and in 2018 started using the Online Archive of California to upload searchable information from its Collections to enable improved public access. The Society will continue these processes and look forward to utilizing new opportunities to collect, preserve and share the history of La Jolla.

**Scope and Content of Collection:** The Strongly Oriented for Action (SOFA) Collection is made up of photographs, ephemera and archival material collected by the La Jolla Historical Society since the 1930s to use for historical research and reference. SOFA was a non-profit, local organization whose primary purpose was to meet the social urban needs of low-income families living or working in La Jolla. It came into existence in 1968 to provide social services that would fulfill many unmet needs within the low-income minority pocket of the La Jolla community. The 1976 multi-purpose SOFA community center was designed to meet many of those needs. SOFA was an offshoot of Prince Chapel African Methodist Episcopal Church (AME). The topics in this Collection pertain to the history and heritage of La Jolla, California; its people, places and events. A container list is included on the PDF and HTML versions.

**Container List Below**

# Container List

## RG005 – Subject Files Collection Box 55 – Strongly Oriented For Action (SOFA) Collection

### SOFA

#### Collection -

**Container:** Box, files

**SOFA Brochures, Newsletters, and Newspapers** Brochure. (Includes 1 Duplicate) "Multi-Purpose Community Center" February 1, 1980.

Petition. Requested donations for the facilities and programs outlined.

Document. "SOFA's Summer Youth Program" "March 1985".

Newsletter. "SOFA News" Vol. I No. 2, 4. March-December 1986.

Invitation. (Tim Tiemroth) "SOFA's Seventeenth Year"

Newspaper. (Copy) (La Jolla Journal) "La Jolla Initiates Student Tutor Program as Community Service" August 10, 1964.

Newspaper. "SOFA score now \$ 44,654" "February 15, 1973.

Newspaper. (The La Jolla Light/Journal) "Public Invited to Participate: Walk for Understanding through La Jolla Sunday" "March 1, 1973".

Newspaper. (La Jolla Light/Journal) "Housing reprieve: City says no way" "January 4, 1973".

Newspaper. (Copy) (La Jolla Light/Journal) "Dr. Suess Foundation aids SOFA fund drive" "March 15, 1973".

Newspaper. (La Jolla Light/Journal) "300 new low-income housing units asked" "March 22, 1973".

Newspaper. (La Jolla Light/Journal) Photograph of Mrs. Russel Forester with her model. "September 13, 1973".

Newspapers. (Copy) "Commission to honor 2 La Jollans" and "Local Pastor is chaplain" "November 21-22, 1973".

Newspaper. "SOFA receives \$10,000 stock gift to support local minority housing" "December 13, 1973".

Newspaper. "Rev. Harris asks minority housing" "February 27, 1975".

Newspaper. "Rev. Willie E. Harris: New SOFA director replaces Rev. Wormley" "November 7, 1974".

Newspaper. (Includes 1 Copy) "SOFA to stage fund-raiser" March 20, 1975.

Newspaper. "New SOFA head takes over post" March 4, 1976.

Newspaper. "Ribbon cutting held at SOFA" Includes a photograph of Rev. Charles Brooks, Rt. Rev. Harrison H. Bryant, and Leroy Wiggers. April 22, 1976.

Newspaper. (2 Copies) "SOFA gets \$25,000" Includes photograph of J. R. Jordan, John Fox, and Rev. Charles Brooks. June 3, 1976.

Newspaper. "For some La Jollans, a crisis in housing" July 26, 1973.

Newspaper. (Copy) (Rev. Lonnie Wormley) "The real issue is housing for low-income families" December 13, 1973.

Newspaper. "St. Louis church: Rev. Wormley in new office" "October 24, 1974.

Newspaper. "SOFA gets check to support housing" "July 12, 1973".

Newspaper. "Fund drive planned: Two low-income houses purchased" "September 26, 1974".

Newspaper. "\$100,000 dirve to buy low-income housing" "January 31, 1974".

Newspaper. "La Jollans, Inc. ponder low-income housing" Includes photograph of Akira Niwayama, Mike Blikenstaff, and Mrs. Dorothy Miller.

Newspaper. (Copy) "Twenty-five facing eviction" "June 24, 1976".

Newspaper. (Copy) "Patricia Dahlberg" "Housing nears for low income" "January 20, 1977".

Newspaper. (Copy) (George Ramos) (San Diego Union) "Some See a Need: Low-Income Housing in La Jolla?"

Newspaper. "SOFA gets \$ 17,500 gift" "July 7, 1977".

Newspaper. (Christy Zatkin) "SOFA Program for kids" "July 7, 1977".

Newspaper. (Includes 1 Copy) "SOFA housing still issue here" "February 23, 1978".

Newspaper. (Gay Fall) (La Jolla Light) "SOFA kids get help by tutors" "January 19, 1979".

Newspaper. (Patricia Dahlberg) "Housing units face protests" "January 9, 1978".

Newspaper. "More problems for SOFA residents" "August 16, 1979".

Newspaper. (Nancy Anderson) (La Jolla Light) "Nannie Jordan earns SOFA's rave reviews" "February 15, 1979".

Newspaper. (Copy) "Call this new number for Fat Ave. housing" "August 21, 1980".

Newspaper. (Copy) (Mike Krey) (La Jolla Light) "Boat people dock here" May 1, 1980.

Newspaper. (Copy) (La Jolla Light) "Education Rudnick honored as SOFA begins its 19<sup>th</sup> year here" September 23, 1982.

Newspaper. (La Jolla Light) "Early Developmental Experiences at SOFA Child Care Center" Photographs by Greg Vojtko. October 21, 1982.

Newspaper. (Copy) "The SOFA Low-Income Townhouses" "February 16, 1978".

Newspaper. (Kathryn Bold) (La Jolla Light) "No double talk allowed in English as Second Language class" February 3, 1983.

Newspaper. (Kerry Traylor) (La Jolla Light) "SOFA can cure those summertime blues" July 22, 1982.

Newspaper. (Shari Vincent) (La Jolla Light) "SOFA greets its new professor" Includes photograph of Rev. Edgar Jackson" November 8,

# Container List

	1984. Newspaper. (Cynthia Queen) (La Jolla Light) "Tutorial program canceled; parents angry" May 16, 1991.
	Newspaper. (Copy) (Oscar Guerra) (La Jolla Light) "Adios, barrio mia: La Jolla's disappearing neighborhood" Photographs by Don Balch. November 12, 1998.
	Newspaper. "Thomas J. Dunnion" Includes a photograph of him. "March 2, 1978".
<b>SOFA Legal Documents</b>	Membership List. "SOFA Board of Directors" January 1985. Meeting Notes. Jess Haro, Committee Chairman, signed the cancellation of the Public Services and Safety Committee meeting on May 13. May 6, 1976. Survey. (Copy) "Housing Survey La Jolla 1969" Possibly written by or sent to Chris Justice. April 1969. Letter. Gerald P. Walters forwarded a report to Jack Honour about how his unit was sabotaged. August 1, 1979. Legal Leasing Reports. Series of documents regarding the residences for rent to the SOFA and the eventual confirmation of the lease agreement. April 15, 1976 – April 21, 1977. Negative Declarations. "SOFA Project-Leased Housing" Managed by the Environmental Quality Division. June-August 1977. Letter. James F. Gleason sent a letter about the SOFA Project-Leased Housing. June 16, 1977. Review. List of notifications between James F. Gleason and Edward Nielsen regarding the SOFA Project-Leased Housing. August 9-10, 1977. Notice. (Smith and Wright Attorneys at Law) W. Michael Wright sent a letter to Manuel Fernandez about a suspicious incident. November 15, 1985. Notice. (Smith and Wright Attorneys at Law) W. Michael Wright sent a letter to Manuel Fernandez informing him that the landlord planned to evict him. "November 1981".
<b>SOFA Photographs</b>	Photograph. Ms. Coler writes on a chalkboard in an ESL class. Photograph. Marco Camenzind reading a newspaper in ESL class. Photograph. Students reading a newspaper designed for ESL class. Photograph. J. Estell as the new childcare SOFA director. "October 9, 1986". Photograph. Young basketball player wearing a jersey with the number 10 on the front. Photograph. A smiling man wearing tinted sunglasses and a tailored suit. Photograph. Rev. Edgar Jackson and Charlotte Jackson wearing formal outfits. "May 29, 1986". Photograph. Bishop H. Hartford Brookins speaking on a podium. Photograph. Rev. Edgar Jackson sitting in a desk chair.

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Photograph. Sandy Coler teaching the SOFA ESL class.

Photograph. Chairman Josie Foulks, committee member Judith Munk, and committee member Carolyn Buck smiling with a cat in the hat card.

Photograph. Empty plot for future SOFA housing at Marine and Cuvier Avenue. "January 9, 1978".

Photograph. Low-income housing on Fay Avenue.

Photographs. (3 Photos) Javier Correa, Georgina Gustice, Tris Blanco, Judy Parrent, Doug Naw, and Rev. Edgar Jackson.

Photograph. Rev. Edgar Jackson holding a Norbest turkey in front of boxes of apples and oranges.

Photograph. Rev. Edgar Jackson at a SOFA food giveaway.

Photograph. Javier Correa and three young girls at the SOFA food giveaway.

Photograph. (2 Photos) Javier Correa pictured with three children: Simitrio Flores, Sylvia Duarte, and Leopodo Macias.

Photograph. Rev. Kevin T. Calloway in front of the SOFA building.

Photograph. 11<sup>th</sup> graders Michael Nassir, Jim Shore sitting in front of Iris Blanco, Bob Puce, and Valerie Berto.

Photograph. Headshot of Thomas Dunnion. "March 2, 1978".

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